

REMARKS/ARGUMENTS

In view of the foregoing amendments and the following remarks, the applicants respectfully submit that the pending claims are not anticipated under 35 U.S.C. § 102 and are not rendered obvious under 35 U.S.C. § 103. Accordingly, it is believed that this application is in condition for allowance. **If, however, the Examiner believes that there are any unresolved issues, or believes that some or all of the claims are not in condition for allowance, the applicants respectfully request that the Examiner contact the undersigned to schedule a telephone Examiner Interview before any further actions on the merits.**

The applicants will now address each of the issues raised in the outstanding Office Action.

Rejections under 35 U.S.C. § 102

Claims 1-19, 23-32, 35-38, 42-60, 64-73 and 76-79 are rejected under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent No. 5,948,061 ("the Merriman patent"). The applicants respectfully request that the Examiner reconsider and withdraw this ground of rejection in view of the following.

First, since claims 4-12, 14-17, 23-28, 45-53, 55-58 and 64-69 have been canceled, this ground of rejection is rendered moot with respect to these claims.

Next, independent claims 1, 13, 42 and 54, as amended, are not anticipated by the Merriman patent because the Merriman patent does not teach the

combination of: accepting, by the ad server system, document relevance information including at least one concept extracted from content of a document requested by the client device, wherein the document relevance information is generated and sent to the ad server system by at least one of (A) a browser application on the client device, (B) a browser plug-in on the client device, and (C) a browser toolbar on the client device, wherein the document relevance information is automatically extracted from the document requested; b) determining, by the ad server system, at least one ad relevant to content of the document using at least the accepted information to find matching serving constraints stored in association with ads; and c) sending, by the ad server system, the at least one ad determined to the client.

Exemplary embodiments consistent with the claimed invention advantageously resolve shortcomings of some client-side advertising software systems by helping the ad server show more relevant ads and enhance the experience of end users by serving ads ***relevant to the content of the documents requested by the end user.*** Specifically, as described in the present application, some client-side advertising software systems may show ads which:

may be targeted to users using (i) demographic and lifestyle profiles, (ii) behavioral targeting (which allows targeted, customize messages to be displayed on users' computer screens based on their individual online behavior), (iii) historical targeting (which allows targeted,

customized ads to be displayed on users' computer screens based on past behavior), and (iv) tag-along targeting (which allows targeted, customized ads to be displayed on users' computer screens whose online behavior has indicated an interest, but also delivers multiple impressions as they travel around the Web). Unfortunately, although past user behavior is often a useful metric for determining what ad(s) to serve to a user, **such past behavior might not be indicative of a current user interest.** Further, **past user behavior for a given user may be difficult to track if more than one person (such as different members of a family) use the same computer and browser to access the Internet.** Furthermore, tracking the online habits of a user raises delicate issues of that user's privacy. Moreover, **if such past user behavior is stored locally on the user's computer, it may consume needed storage resources.** [Emphasis added.]

(Page 4, line 30 through page 5, line 14 of the present application)

By contrast, exemplary embodiments consistent with the claimed invention **do not require the use of specific user information as described above to determine relevant ads.** Specifically, the claimed invention is directed to a content-relevant ad server for serving content-relevant ads and a client device (such as an end user system for example) which may include one or more applications for (1) requesting one or more content-relevant ads, and (2) rendering content-relevant ad(s) with content of a

requested document. The request for content-relevant ad(s) may include:

information about the requested document such as (i) content from the document, (ii) relevance information (e.g., concepts, topics, categories, classifications, etc.) of the content of the document, and/or (iii) a document identifier (e.g., a URL of a Web page). Returned content-relevant ads may be rendered in association with the content of the document in any number of ways....

(Page 15, line 32 through page 16, line 4 of the present application) That is, ***ads relevant to the content of the document requested by a user are determined.***

For example, an application residing on a client device may submit an ad request to the ad system. The request includes information about a document on (or requested by) the client device (e.g., a Web page on a content rendering application such as a Browser, an e-mail on an e-mail application, etc.). Specifically, the ad request may include information about the document, wherein the information is "***document relevance information including at least one concept of the content of the document, and wherein the document relevance information is automatically extracted from the document requested***".

Thus, independent claims 1, 13, 42 and 54, as amended, are not anticipated by the Merriman patent for at least the foregoing reasons. Since claims 2 and 3 directly or indirectly depend from claim 1, since claims 18, 19, 29-32 and 35-38 directly or indirectly depend

from claim 13, since claims 43 and 44 directly or indirectly depend from claim 42, and since claims 59, 60, 70-73 and 76-79 directly or indirectly depend from claim 54 are similarly not anticipated by the Merriman patent.

Rejections under 35 U.S.C. § 103

Claims 20-22 and 61-63 are rejected under 35 U.S.C. § 103(a) as being unpatentable over the Merriman patent. The applicants respectfully request that the Examiner reconsider and withdraw this ground of rejection in view of the following.

The Examiner states that the Merriman patent does not expressly show the rendering location of an ad window relative to the content of a document, such as Web page window location. (See Paper No. 20090416, page 5.) The Examiner argues that it would have been obvious to one of ordinary skill in the art at the time of the invention to render any window in any location. However, since claims 20-22 indirectly depend from claim 13, and since claims 61-63 indirectly depend from claim 54, regardless of whether or not the Examiner's assertions regarding the location of the second window are correct, claims 13 and 54, as amended (discussed above) are patentable for the reasons provided above. Therefore, these claims are not rendered obvious by the Merriman patent for at least the reasons discussed with respect to claims 13 and 54 above.

Claims 33, 34, 39-41, 74, 75 and 80-82 are rejected under 35 U.S.C. § 103(a) as being unpatentable over the Merriman patent in view of U.S. Patent No. 6,892,354 ("the Servan-Schreiber patent"). The applicants

respectfully request that the Examiner reconsider and withdraw this ground of rejection in view of the following.

In rejecting claims 33, 34, 39-41, 74, 75 and 80-82, the Examiner states that the Merriman patent does not teach that the act of submitting a request for at least one content-relevant ad to the content-relevant ad server occurs before a request for the requested document. (See Paper No. 20090416, page 6.) However, the Examiner cites column 3, lines 56-67 of the Servan-Schreiber patent as teaching submitting an ad request before a request for a document. The Examiner concluded that it would have been obvious to submit a request for ads before the document request in the Merriman patent because doing so would keep the user interested in the document or Website while the Website is downloading. (See Paper No. 20090416, page 6.)

First, dependent claims 33, 34 and 39-41 directly or indirectly depend from claim 13 and claims 74, 75 and 80-82 directly or indirectly depend from claim 54. Claims 13 and 54, as amended (discussed above), are patentable for the reasons provided above. Therefore, these claims are not rendered obvious by the Merriman and Servan-Schreiber patents for at least the reasons discussed above with respect to claims 13 and 54.

Thus, the applicants respectfully request that the Examiner reconsider and withdraw this ground of rejection.

Claim Amendments

Independent claim 1 has been amended to recite that each of the acts of the computer-implemented method is performed by an ad serving system including at least one computer on a network. In addition, independent claim 13 has been amended to recite that each of the acts of the computer-implemented method is performed by either the client device or the content relevant ad-server system. These amendments are supported, for example, by element 120' of Figure 2, elements 410a, 410b, 420 and 430 of Figure 4, Figure 7, page 24, line 4 through page 25, line 22 of the specification.

Furthermore, independent claims 42 and 54 have been amended to remove means-plus-function elements and to include at least one processor, an input device, and at least one storage device storing a computer executable code which, when executed by the at least one processor, performs a method. The claims which depend from claims 42 and 54 have been similarly amended. These amendments are supported, for example, by Figure 7, page 24, line 4 through page 25, line 22 of the specification.

Conclusion

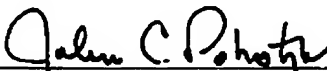
In view of the foregoing amendments and remarks, the applicants respectfully submit that the pending claims are in condition for allowance. Accordingly, the applicants request that the Examiner pass this application to issue.

Any arguments made in this amendment pertain **only** to the specific aspects of the invention **claimed**. Any claim amendments or cancellations, and any arguments, are made **without prejudice to, or disclaimer of**, the applicants' right to seek patent protection of any unclaimed (e.g., narrower, broader, different) subject matter, such as by way of a continuation or divisional patent application for example.

Since the applicants' remarks, amendments, and/or filings with respect to the Examiner's objections and/or rejections are sufficient to overcome these objections and/or rejections, the applicants' silence as to assertions by the Examiner in the Office Action and/or to certain facts or conclusions that may be implied by objections and/or rejections in the Office Action (such as, for example, whether a reference constitutes prior art, whether references have been properly combined or modified, whether dependent claims are separately patentable, etc.) is not a concession by the applicants that such assertions and/or implications are accurate, and that all requirements for an objection and/or a rejection have been met. Thus, the applicants reserve the right to analyze and dispute any such assertions and implications in the future.

Respectfully submitted,

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John C. Pokotylo, Attorney
Reg. No. 36,242
Tel.: (732) 936-1400

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October 20, 2009

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